

Blueprint: Piedmont Heights

Georgia Tech City and Regional Planning
Piedmont Heights Civic Association
Georgia Conservancy

Blueprints for Successful Communities
Urban Design Studio



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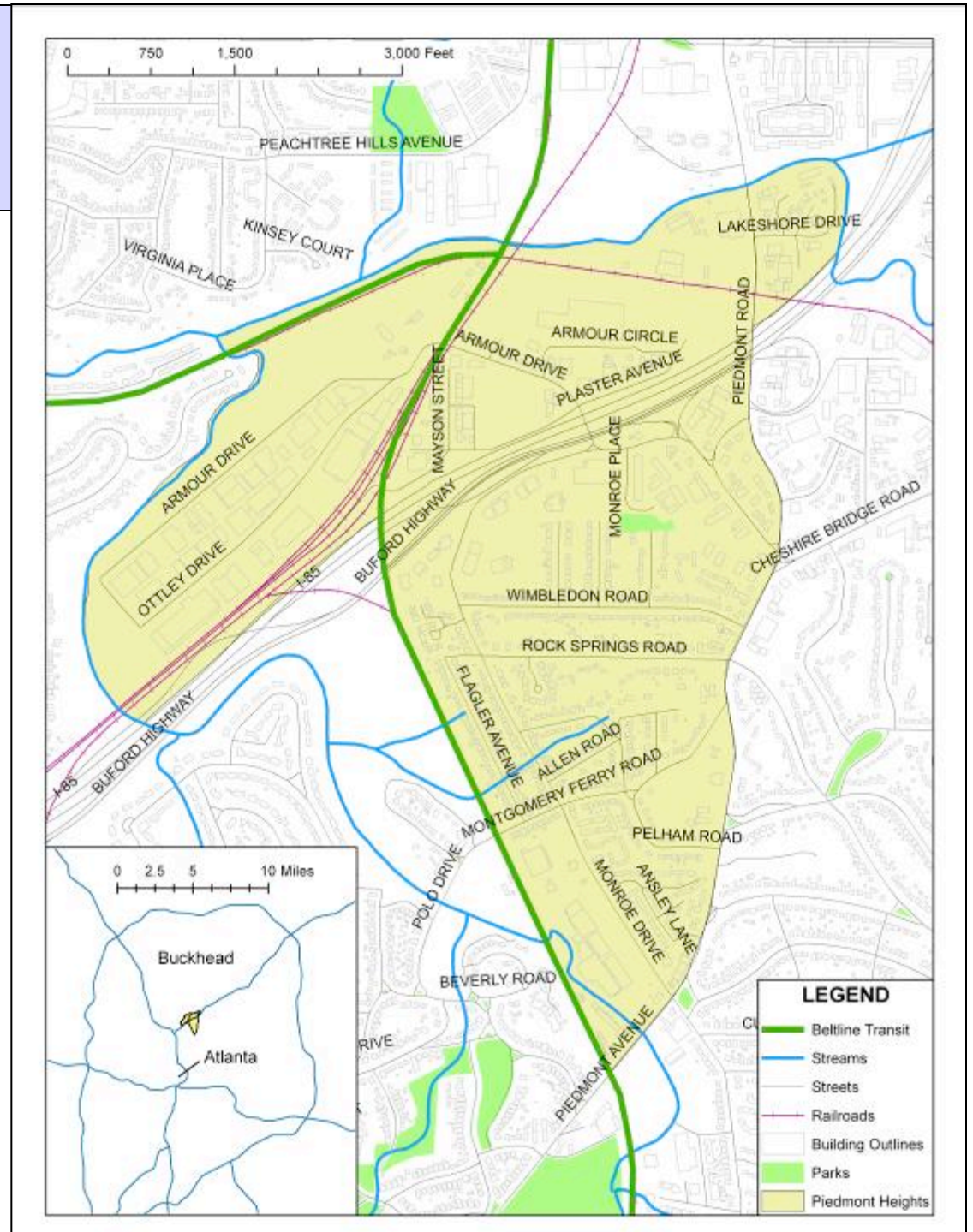
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Agenda

- Introduction
- Themes
- Axes of analysis
- Existing conditions / susceptibility to change
- Vision and recommendations
 - Neighborhood overall
 - Ansley Mall
 - Monroe Crescent
 - Armour-Ottley
- Policy Concerns

Introduction

- Between Downtown and Buckhead
- Experiencing redevelopment pressure
 - Intown location
 - Beltline TAD
- Entered Blueprints process to provide vision for future change

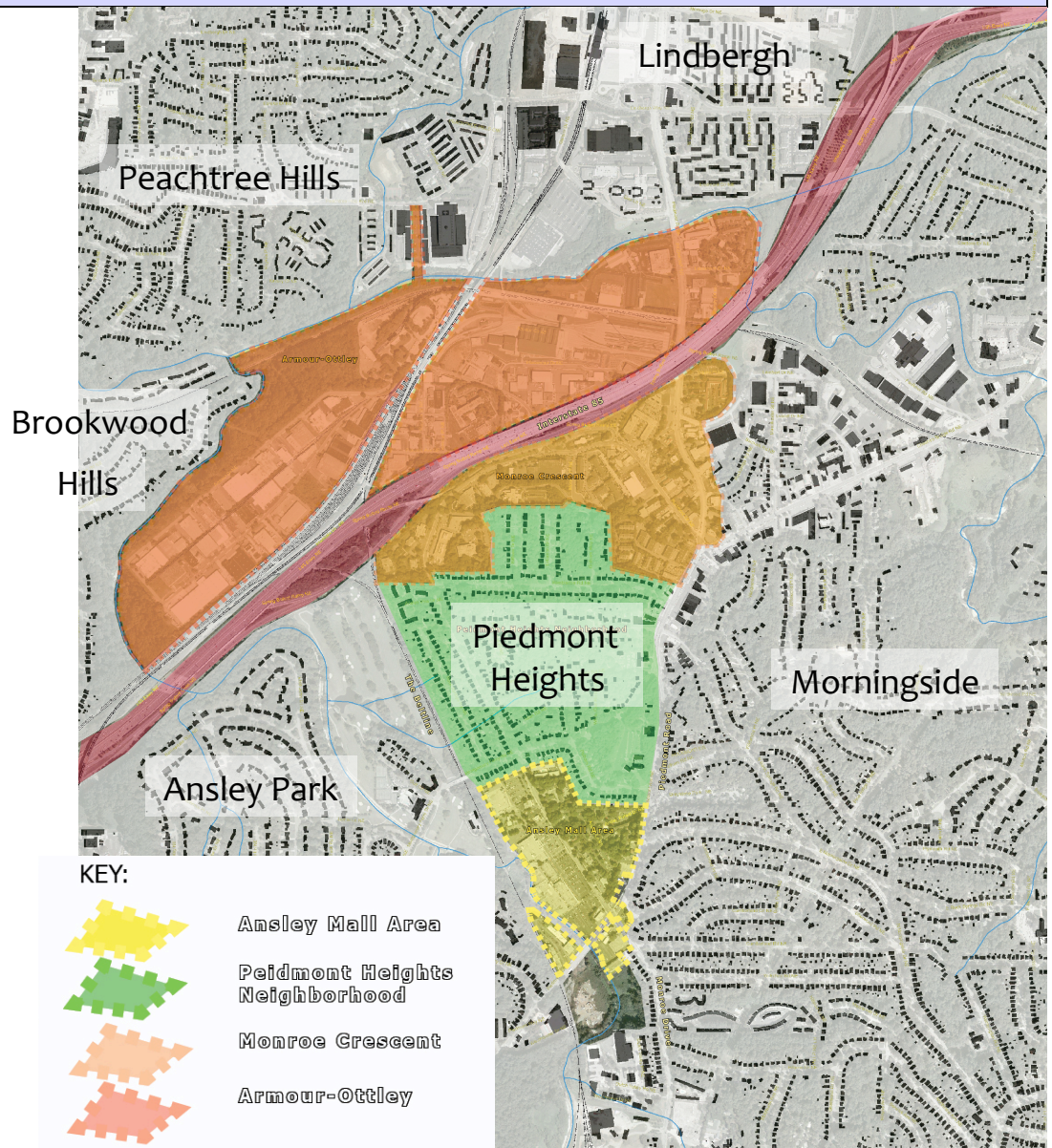


Major Themes

- Multimodal Connectivity
- Greenspace Optimization
- Urban Design Standards
- Concurrency
- Preserving Housing Affordability
- Neighborhood Guided Development

Axes of Analysis

- Topics
 - People – demographics, economics
 - Environment – greenspace, water
 - Buildings – architecture, urban design, land use
 - Infrastructure – transportation
- Geography
 - Entire Community +
 - Neighborhood Core
 - Ansley Mall Vicinity
 - Monroe Crescent
 - Armour-Ottley
- Time
 - Short/Medium (3 – 10 years)
 - Long (> 10 years)



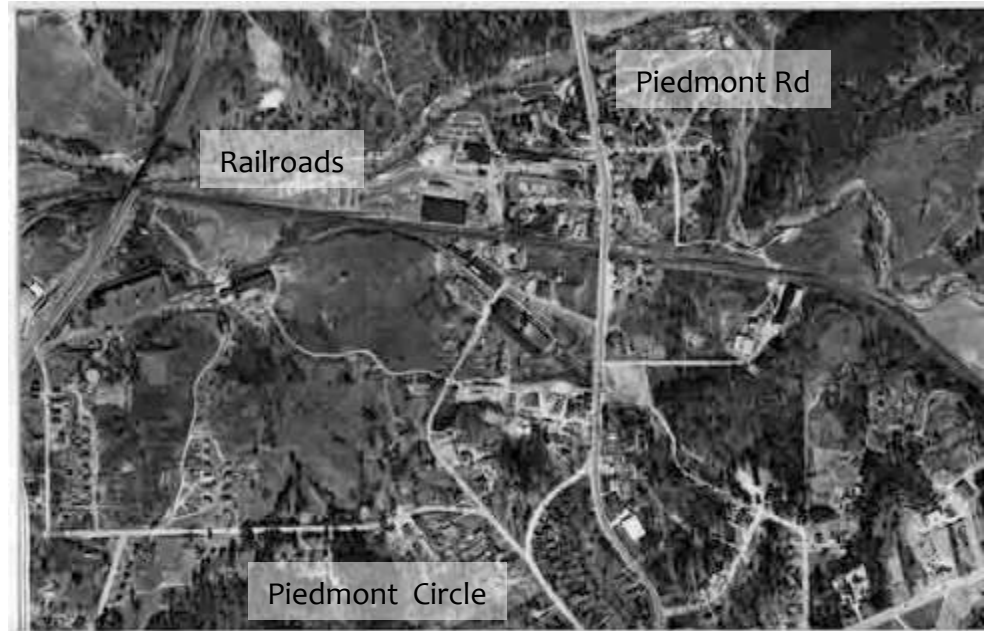
Existing Conditions

History

- Area first inhabited by Cherokee Indians, then owned by Benjamin Plaster – in 1893 the family still owned 1,300 acres.
- Rock Spring Church – first church built in 1835, second built in 1868. Today's church built in 1920.
- “Piedmont Heights” name first used in 1920.
- I-85, built in the 1950's, led to forming of the neighborhood association.

Right: Rock Spring Church

Below: north Piedmont Heights, pre-interstate



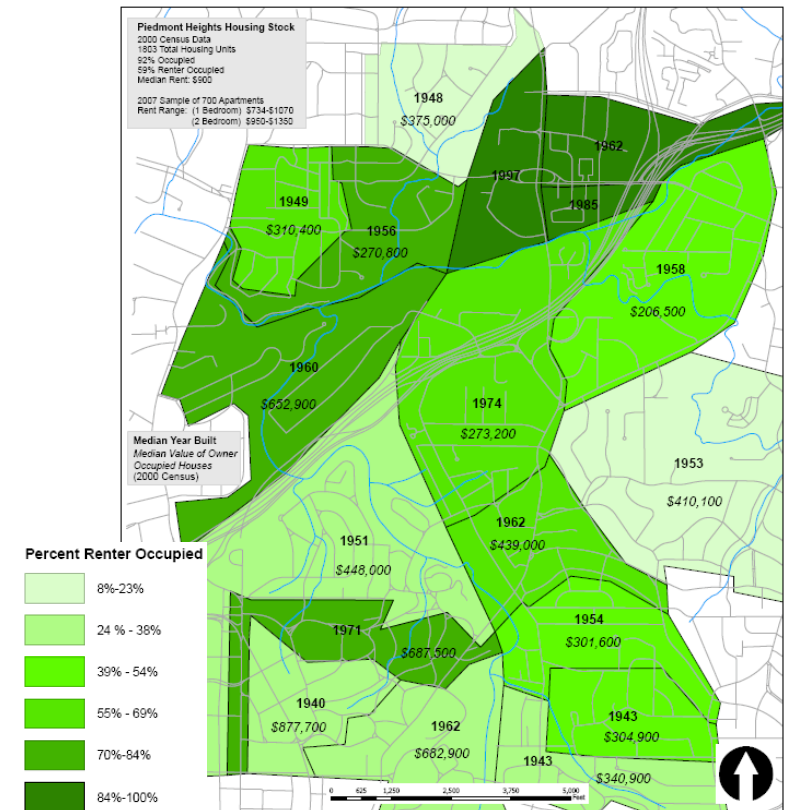
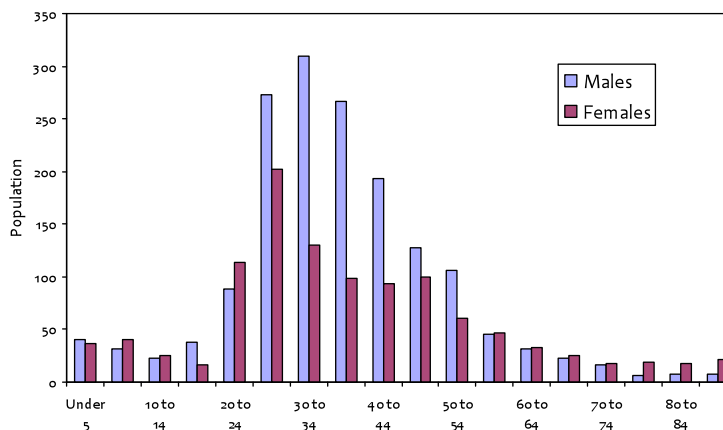
Reproduction for educational and informational purposes only

Demographics and Housing

- High concentration of men, esp. age 24-44
- 85% White
- \$90,310 Median Family Income (2000 census)
- High Educational Attainment
- Housing more affordable than surrounding neighborhoods
- 350 Businesses

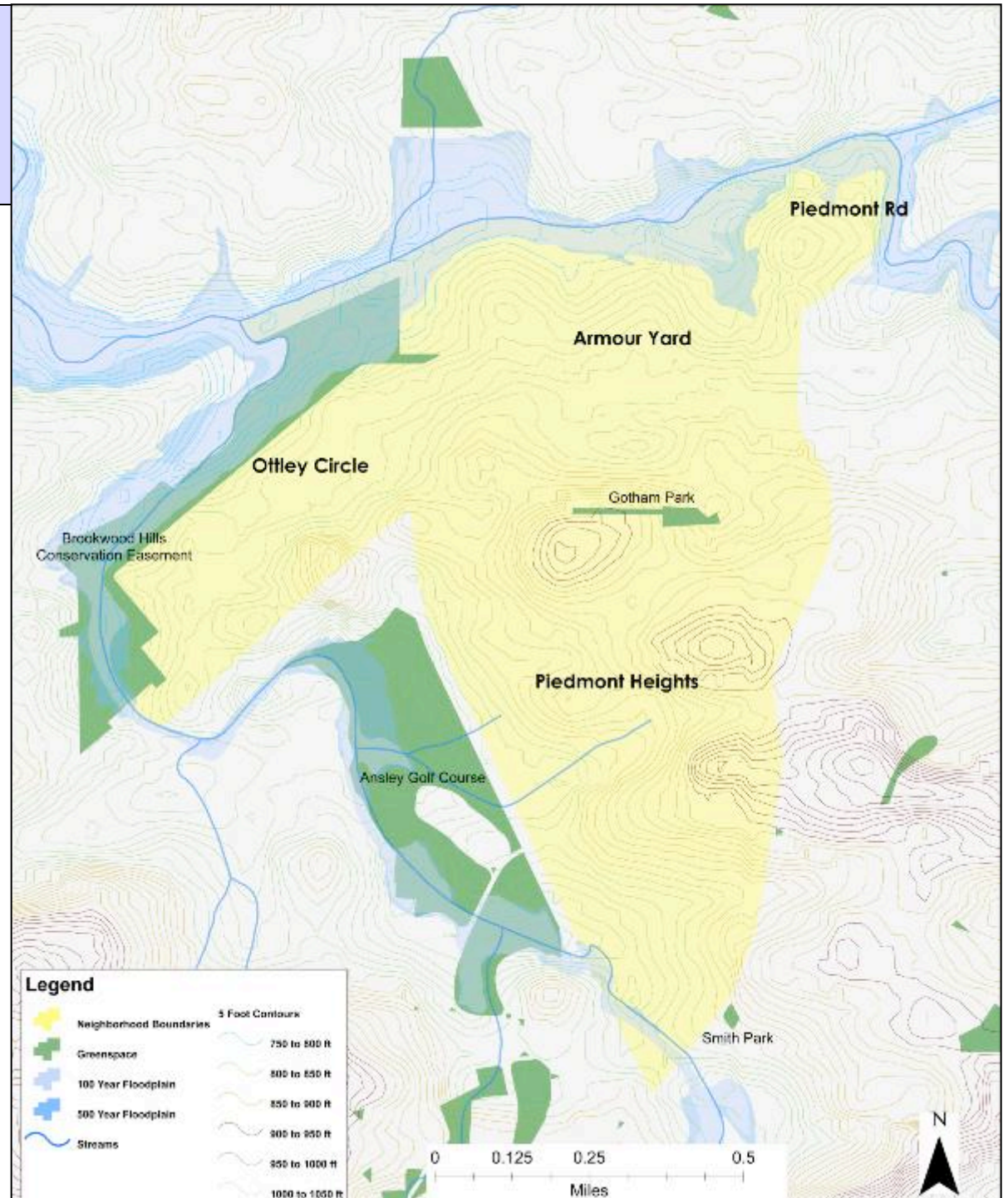
Race/Ethnicity	% of population
White	84.6%
Black	9.6%
Native American	0.2%
Asian	2.3%
Other	0.7%
Biracial	2.7%
Hispanic/Latino	3.3%

2000 Census data



Environment and Topography

- Hilly neighborhood w/ large elevation changes
- Surrounded by creeks with extensive floodplains
- Underutilized greenspace

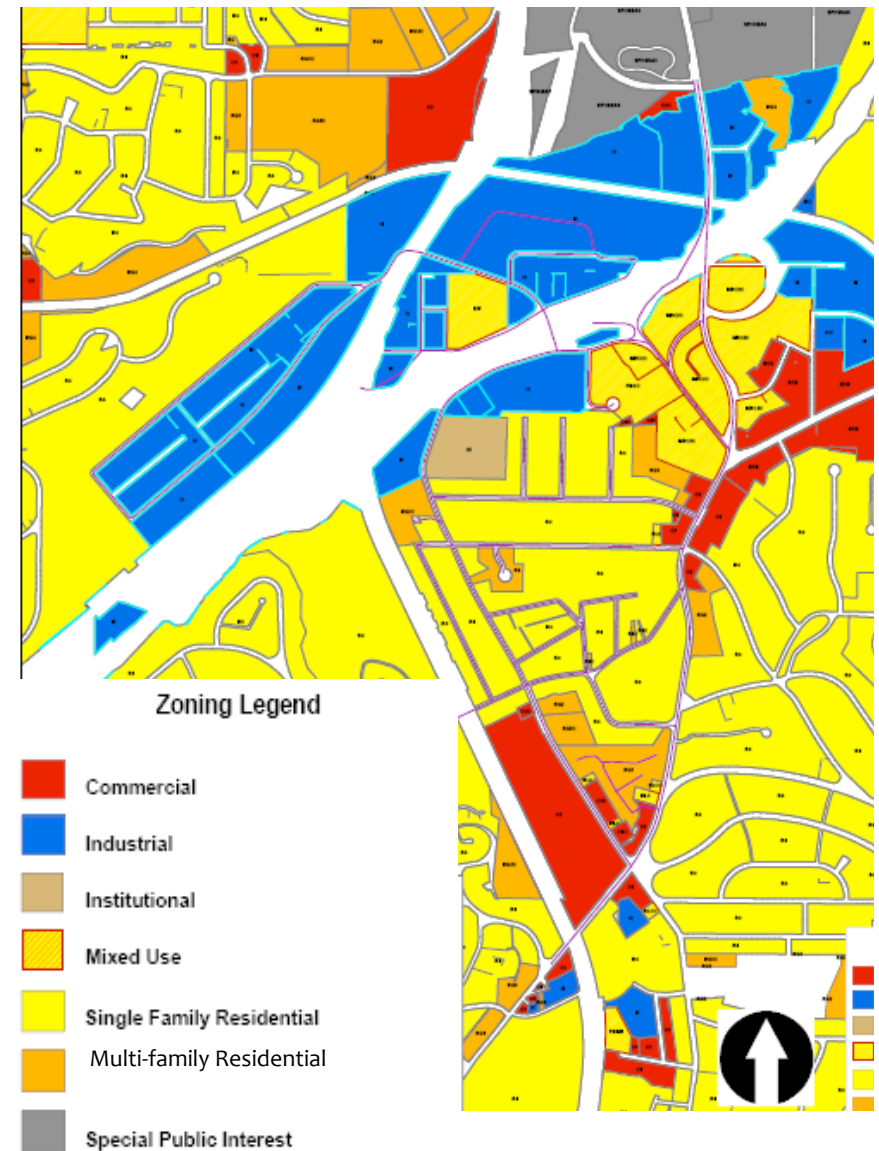
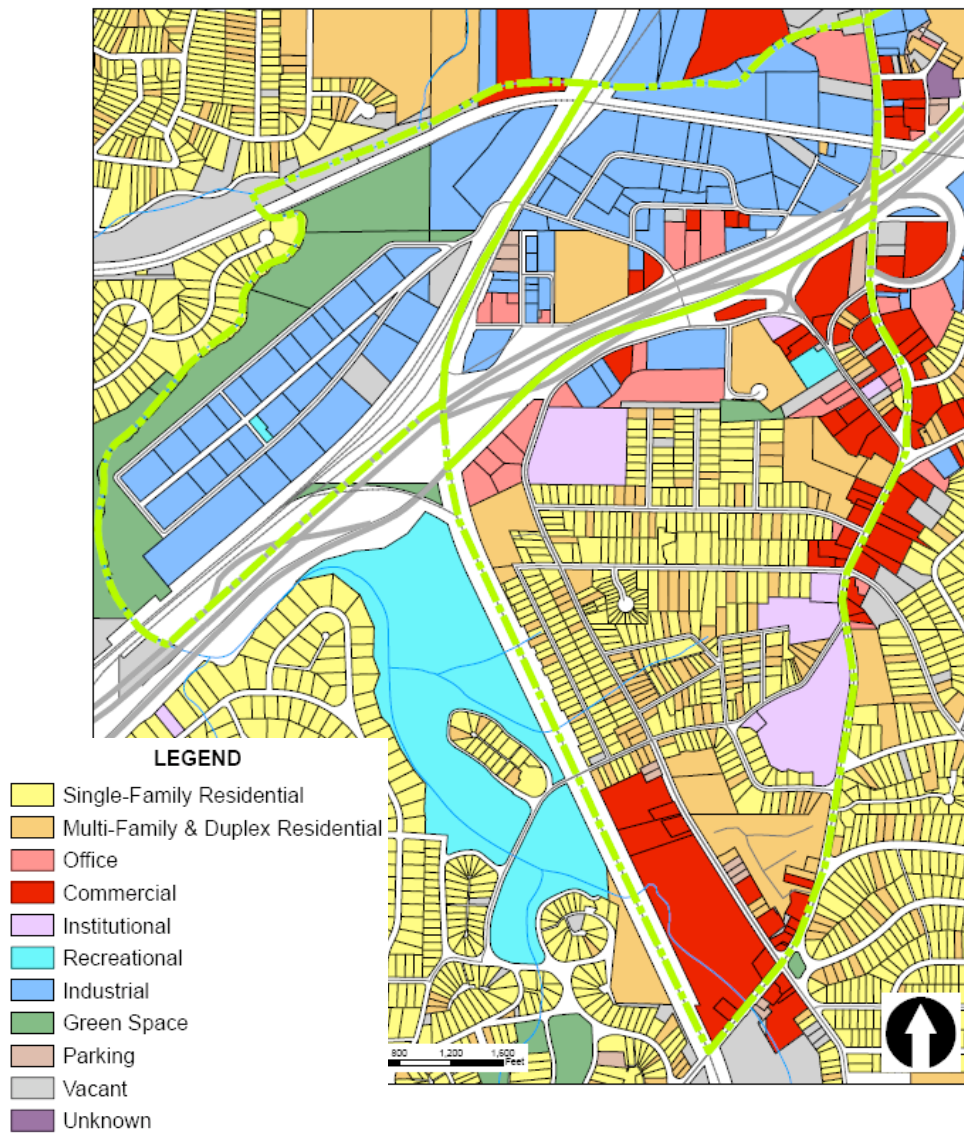


Facilities and Sidewalks

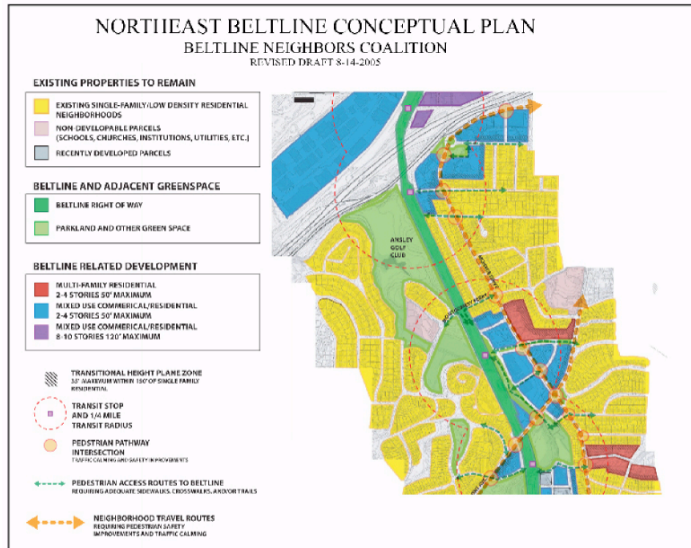
- Community Facilities
 - Several churches
 - Fire station
 - No public schools
- Sidewalks
 - Usually on one side of street, if existing



Land Use and Zoning



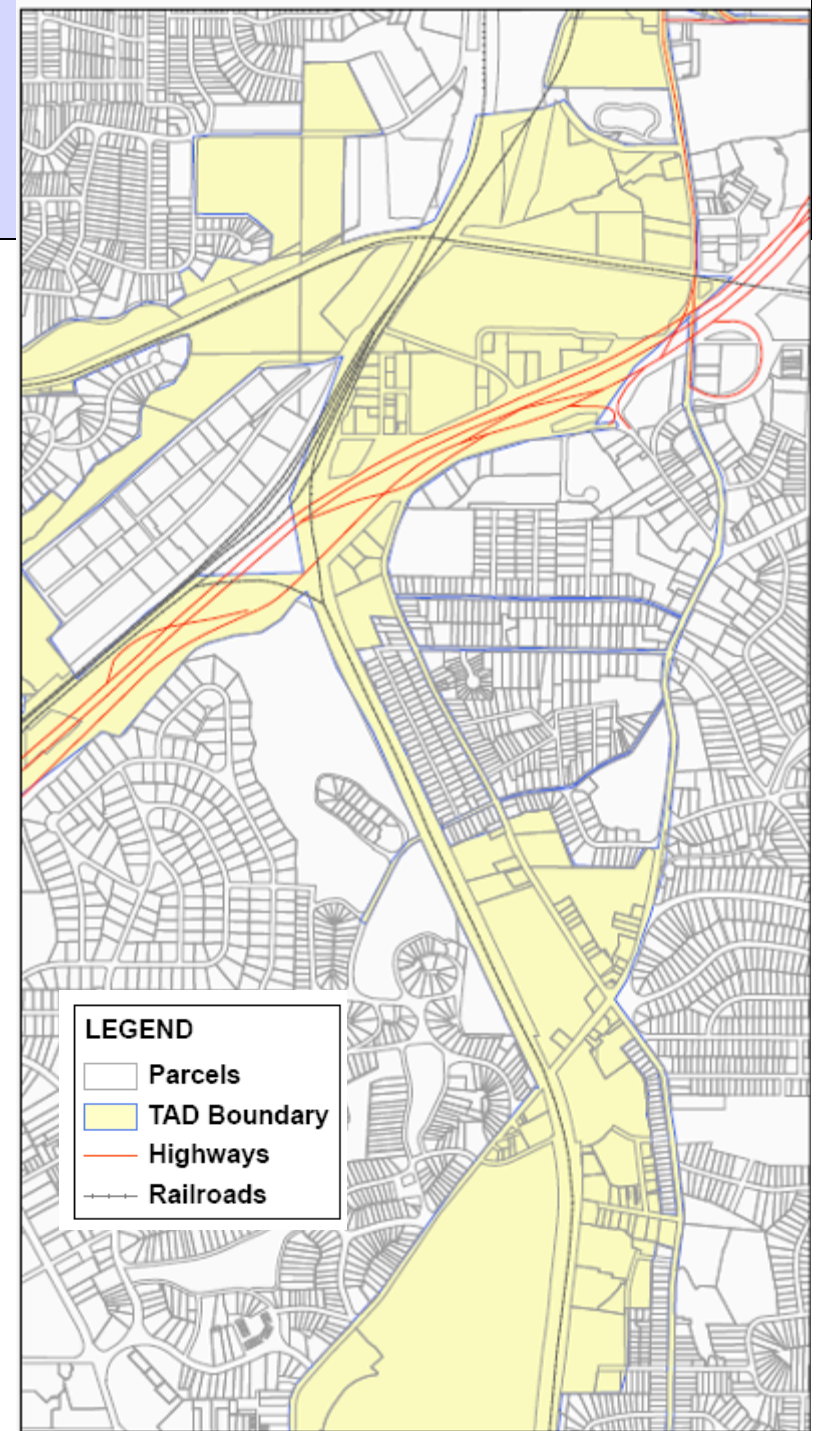
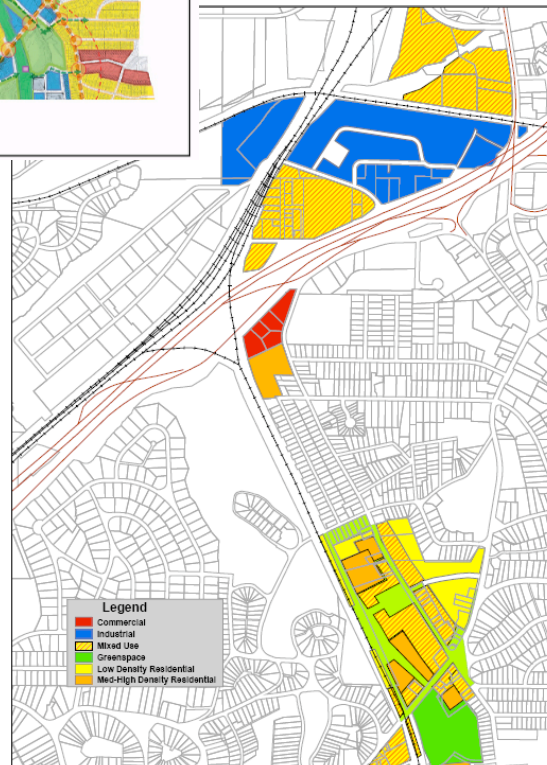
Beltline TAD & Redevelopment Plans



Right:
Beltline TAD

Above: NE Beltline
Neighbors Plan

Right: ADA
Redevelopment Plan



Areas Susceptible to Change

- Why susceptible?
 - Prime location (transportation, etc)
 - Underutilized
 - Older, not thriving
 - Excessive parking or empty space
- Though these areas are susceptible to change, it is not guaranteed that all changes and development will or should occur at the same time
- The Neighborhood Core area is well established and will have to resist the forces of change and increased density if the core wishes to stay as is

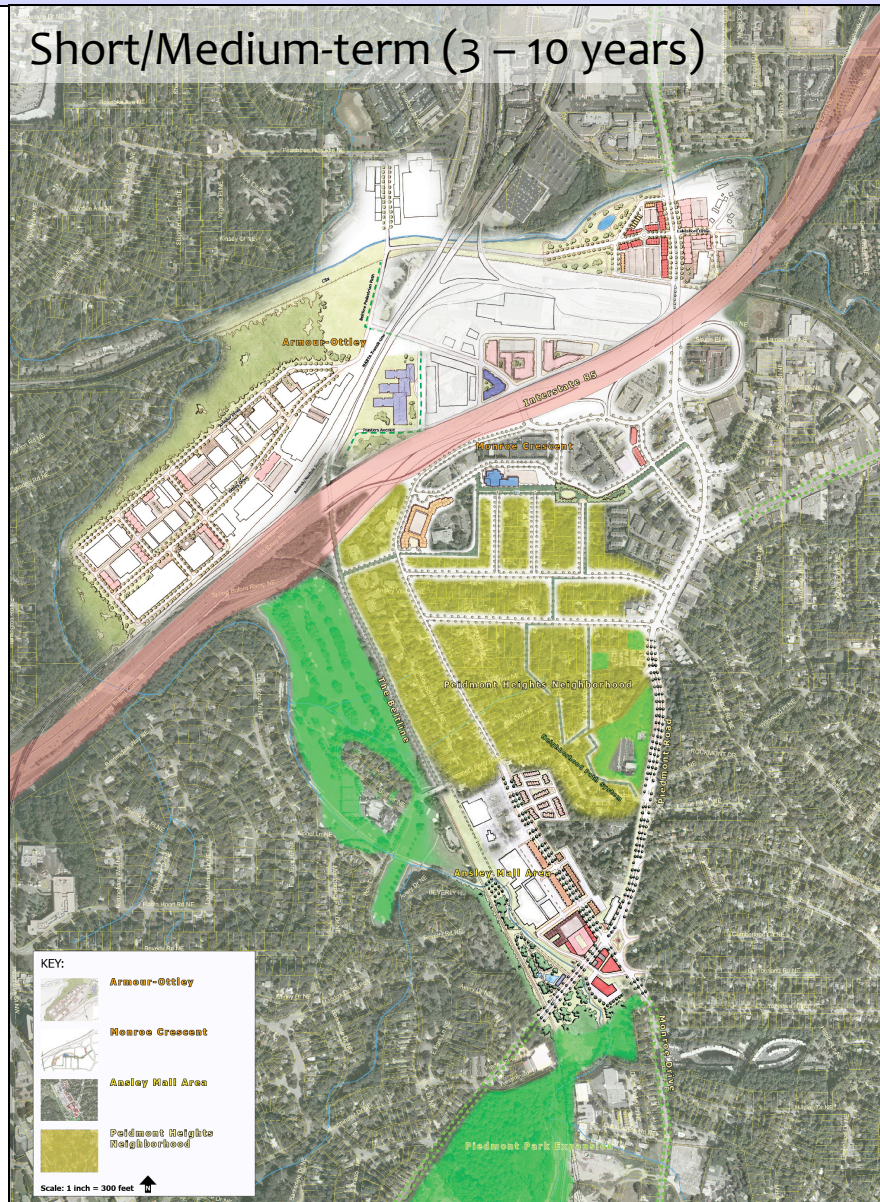
Sub-areas: images of places susceptible to change

Ansley Mall Area			
Monroe Crescent			
Armour - Ottley			

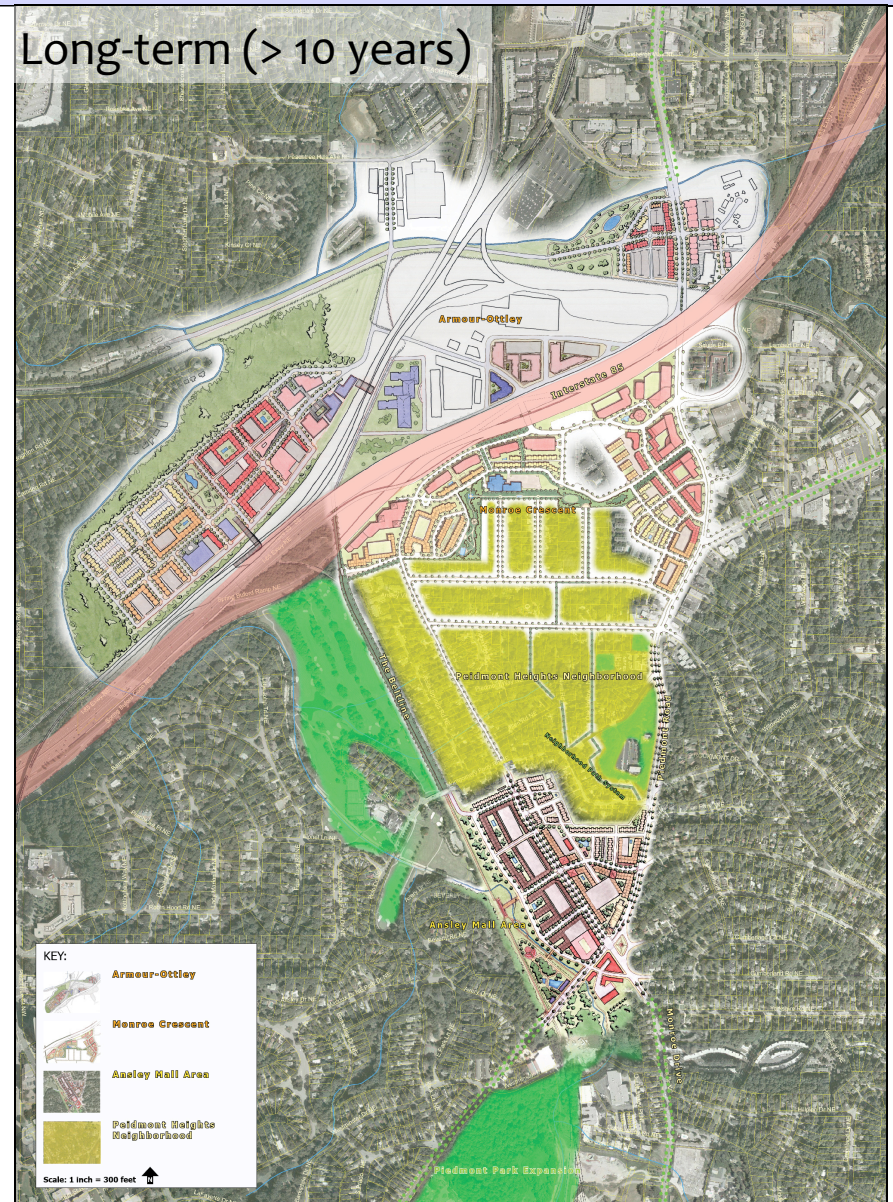
Vision and Recommendations

Overall Neighborhood Vision

Short/Medium-term (3 – 10 years)



Long-term (> 10 years)



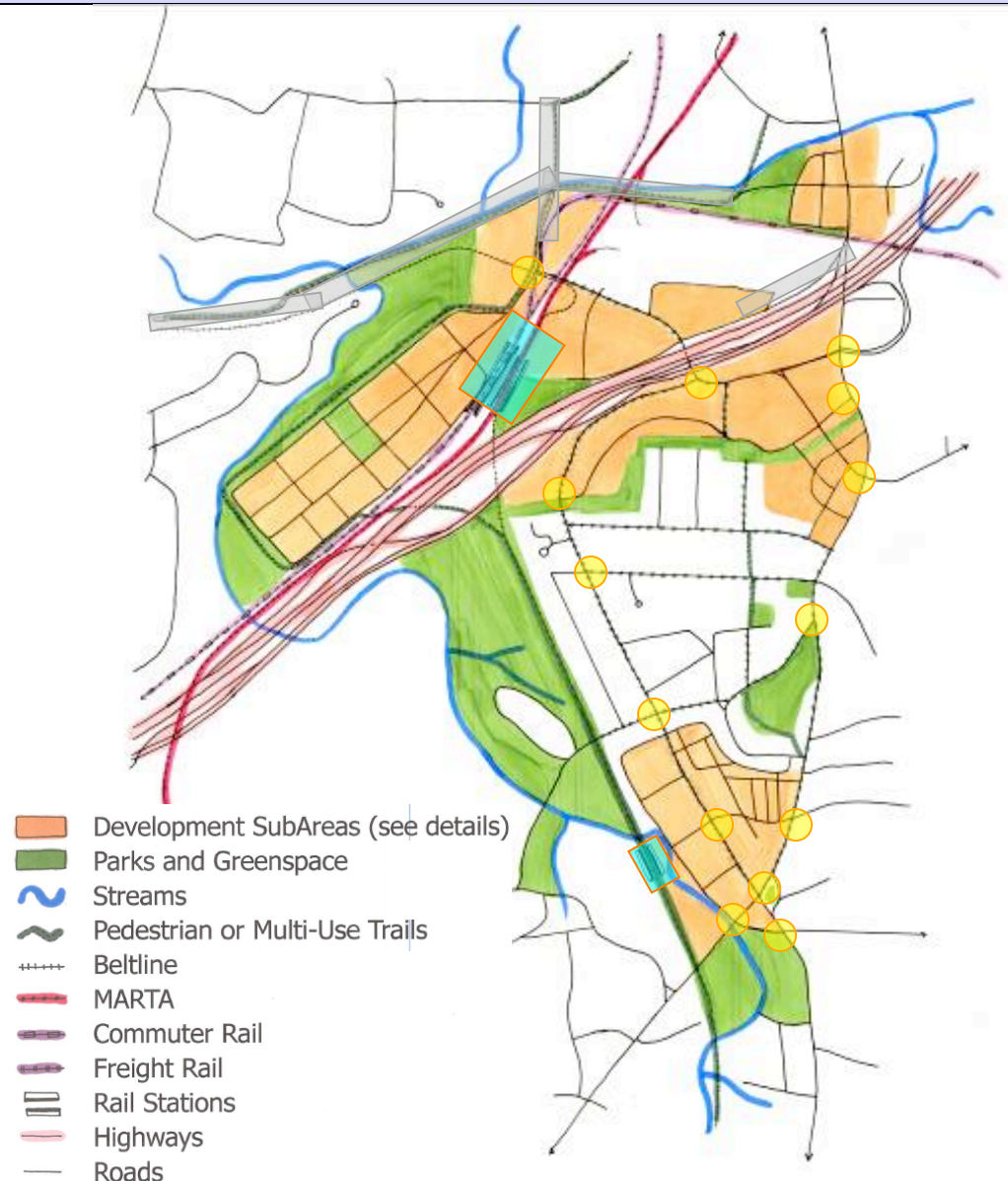
Overall transportation and greenspace connectivity improvements

Short-term (3 – 10 years)

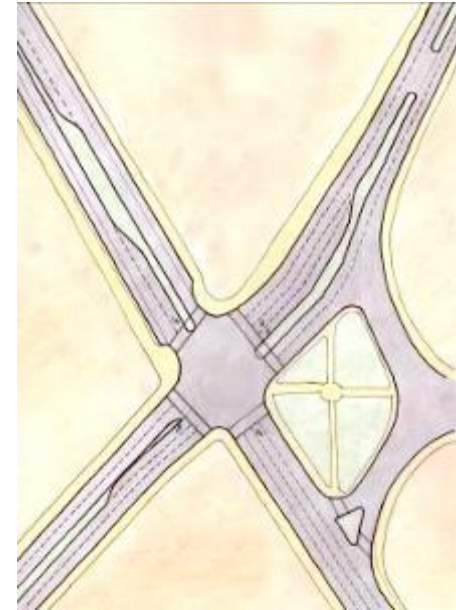
- Traffic calming + sidewalks
- Beltline, n'hood trails
- Formalization of parks
- Intersection improvements
 - Change/add signalization
 - Directional signage
- New n'hood access roads (minor)
- Route transit via Piedmont Ave
 - Support 2-way traffic

Long-term (> 10 years)

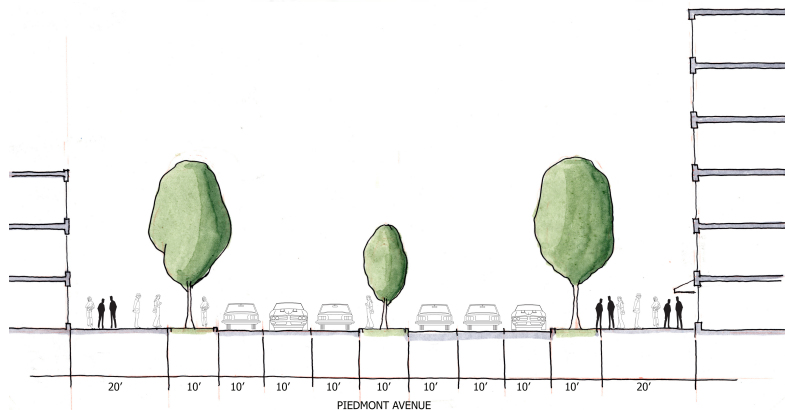
- New multi-modal and Beltline transit stations
- Corridor improvements
- Interchange improvements
- Intersection geometry improvements
- New n'hood access roads (major)
- Roadway realignments



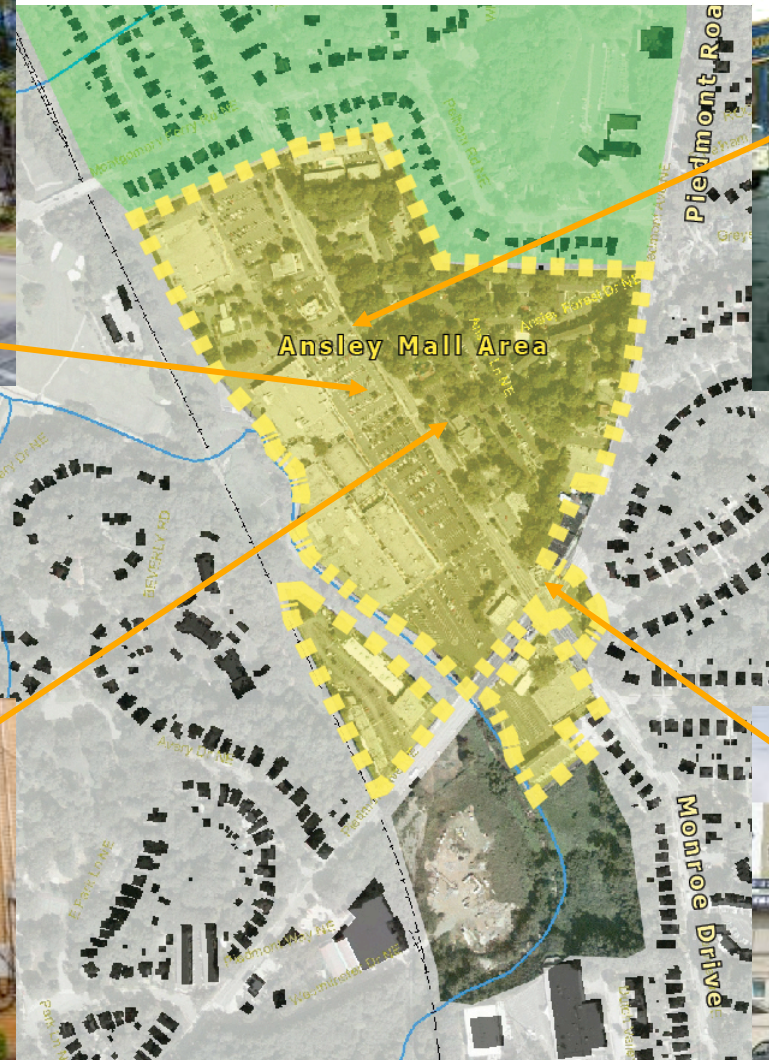
Overall improvements, continued



Int. of Piedmont Rd & Monroe Dr



Sub-area: Ansley Mall & Vicinity



Ansley Mall – Existing Conditions (1)

- Key location
 - Intersection of Monroe Ave. & Piedmont Rd.,
 - Piedmont Park expansion
 - Beltline along Clear Creek
- Businesses and Residents
 - Ansley Mall: 200,000 SF shopping center serving the neighborhood and the larger midtown area
 - Ansley Forest: 269 units of affordable housing



Ansley Mall – Existing Conditions (2)

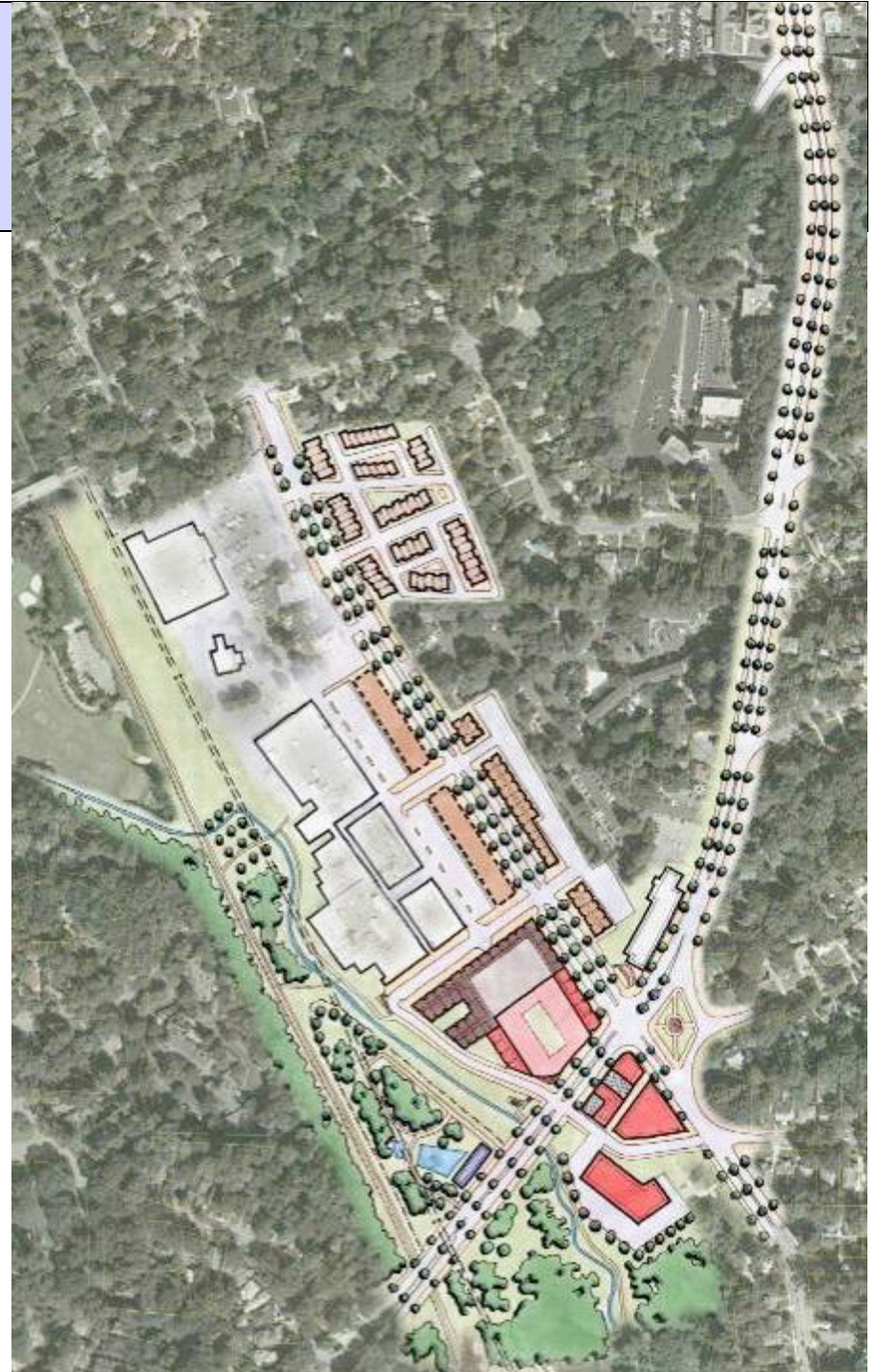
- Great high-density redevelopment potential
 - Poses a threat to the affordability of the existing rental housing, currently primarily occupied by long term residents
 - Provides opportunities to improve the green space connectivity and the condition of Clear Creek.
- Numerous transportation challenges
 - Traffic congestion
 - Limited current transit connectivity
 - Lack of pedestrian infrastructure



Ansley Mall – Short Term Vision

Recommendations

- Streetscape improvements to Monroe Drive
- Key intersection improvements
- Streetscape improvements to Piedmont Road, small park
- New trails should for access to the expanded Piedmont Park and Beltline.
- New and updated MARTA routes will help residents use existing transit options in a more efficient manner
- New buildings along Monroe Drive should be built within a new block structure:
 - frontages along the street, allowing easy pedestrian access and contributing to the boulevard character
 - parking should be located on surface or structures behind buildings
- Ansley Forest should be preserved as affordable housing



Ansley Mall – Long Term Vision

- Builds upon improvements begun during the short term vision phase
- Recommendations
 - Implement new block structure in Ansley Mall.
 - Improve street grid and connectivity
 - Blocks front Monroe Drive and the Beltline / Clear Creek
 - New buildings
 - 4 to 6 stories high
 - mixed-use
 - structured parking
 - maximize the use of the land for Beltline transit

LONG TERM VISION: Looking North on Monroe



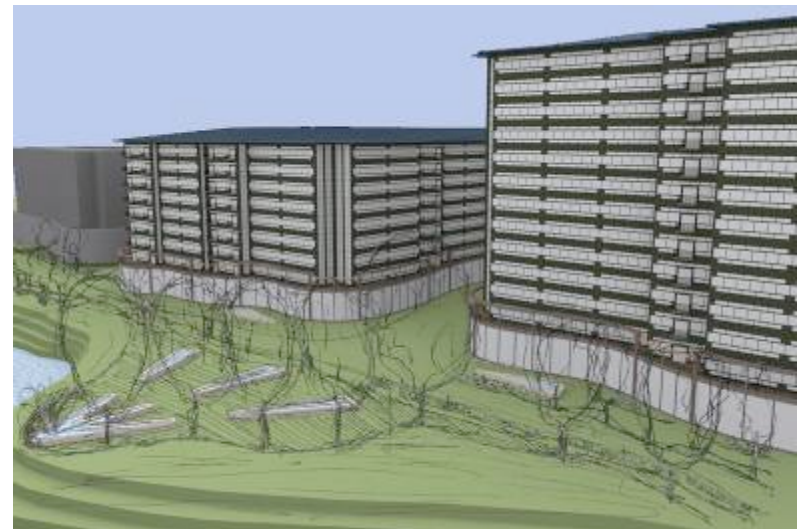
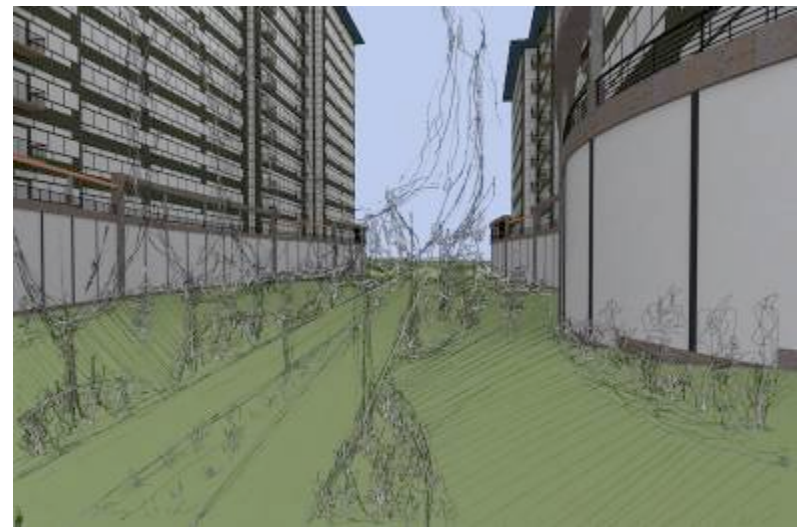
LONG TERM VISION: Plan view



LONG TERM VISION: Looking West on Monroe



Ansley Mall – Architectural Visions



Ansley Mall – Architectural Visions



Ansley Mall – Policy Considerations

- Maintaining affordable (workforce) housing
- Transportation and streetscape funding – TAD funding
- Concurrency



Sub-area: Monroe Crescent



Monroe Crescent – Existing Conditions



- Prime location near I-85, Buford Hwy, and Piedmont Rd
 - Underutilized land
 - Great redevelopment potential
 - Limited by aging infrastructure
- Complicated and substandard roadway infrastructure
 - Outdated highway interchange design
 - Access management issues with many free-standing businesses along roadways
 - Unsafe sidewalks
- Gotham Park
 - Wonderful nook within neighborhood
 - Lack of connectivity with the neighborhood or surrounding area
- Nearby Beltline
 - Tremendous opportunities for better connectivity to surrounding areas

Monroe Crescent – Short Term Vision

Northwest Monroe Drive

- New road: “Gotham Park Drive”
 - Located to the south and parallel to Monroe Drive
 - Extends from Monroe Drive to Piedmont Ave
 - On street parking, pedestrian landscape
- Streetscape and sidewalk improvements
- Install traffic lights with pedestrian signals along Monroe Drive
- Armour Drive extension (name change) to Piedmont Rd



Monroe Crescent – Short Term Vision



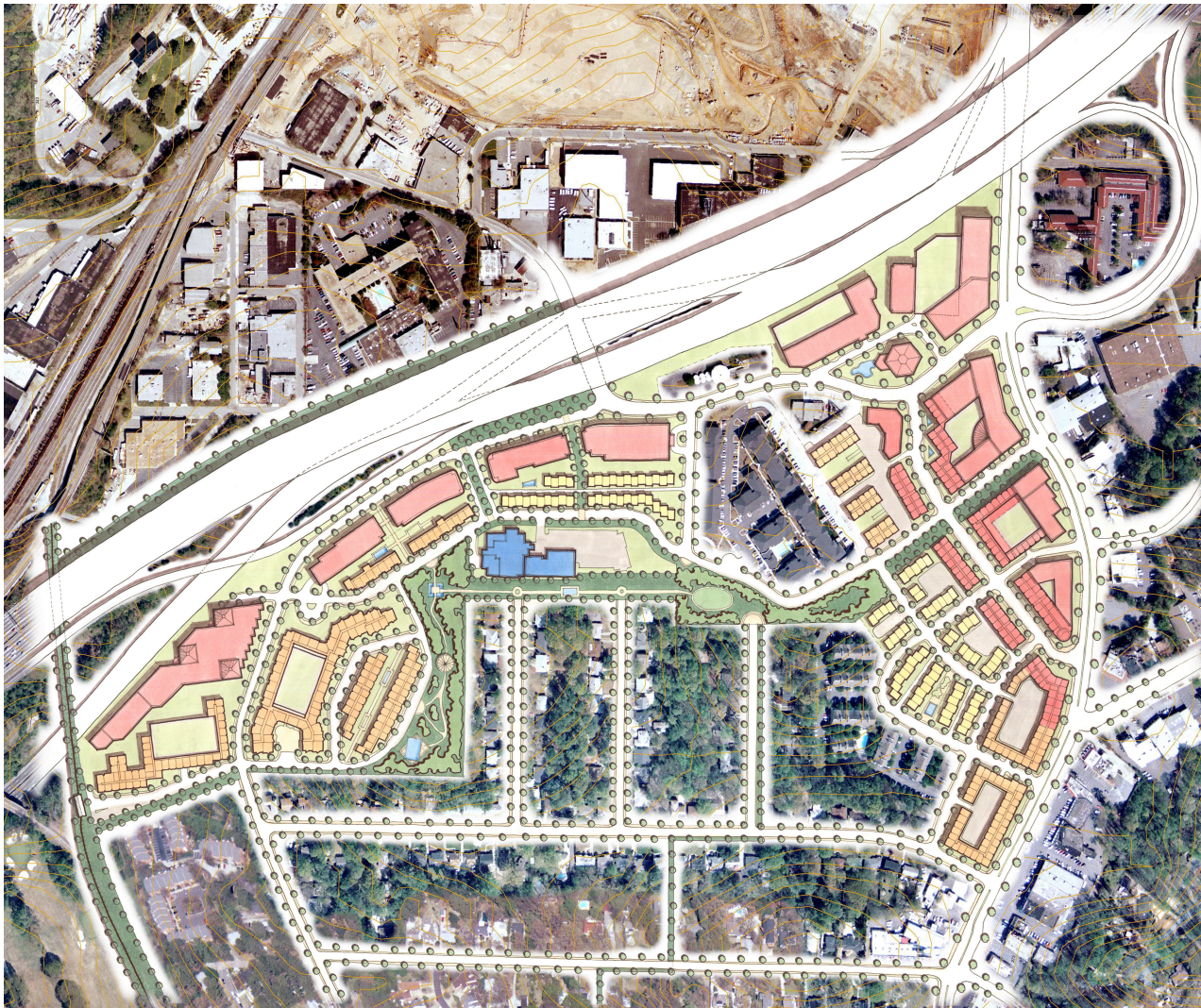
Piedmont Circle

- Beginning as retail development
- Streetscape improvements
- On-street parking and safe pedestrian facilities

Gotham Park

- Aesthetically enhanced
- Connect greenways
 - to Morningside Baptist Church
 - to future BeltLine, west of Gotham Park
 - to Piedmont Ave, east of Gotham Park

Monroe Crescent – Long Term Vision



New roadways

- Three new roads connecting with Piedmont Circle

Pedestrian Improvements

- Northwest Monroe Drive
- Piedmont Circle

Greenspace

- Extend greenway alongside Armour Drive, north into Armour-Ottley area

Piedmont Circle

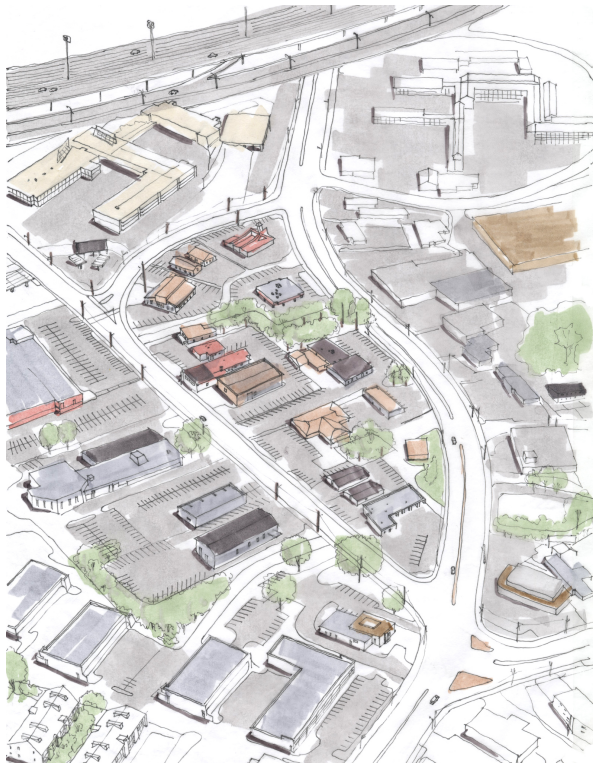
- Retail Focus

Northwest Monroe Drive

- Office and residential

Different Vision-Piedmont Circle

- Before



After



Monroe Crescent – Focus on connectivity

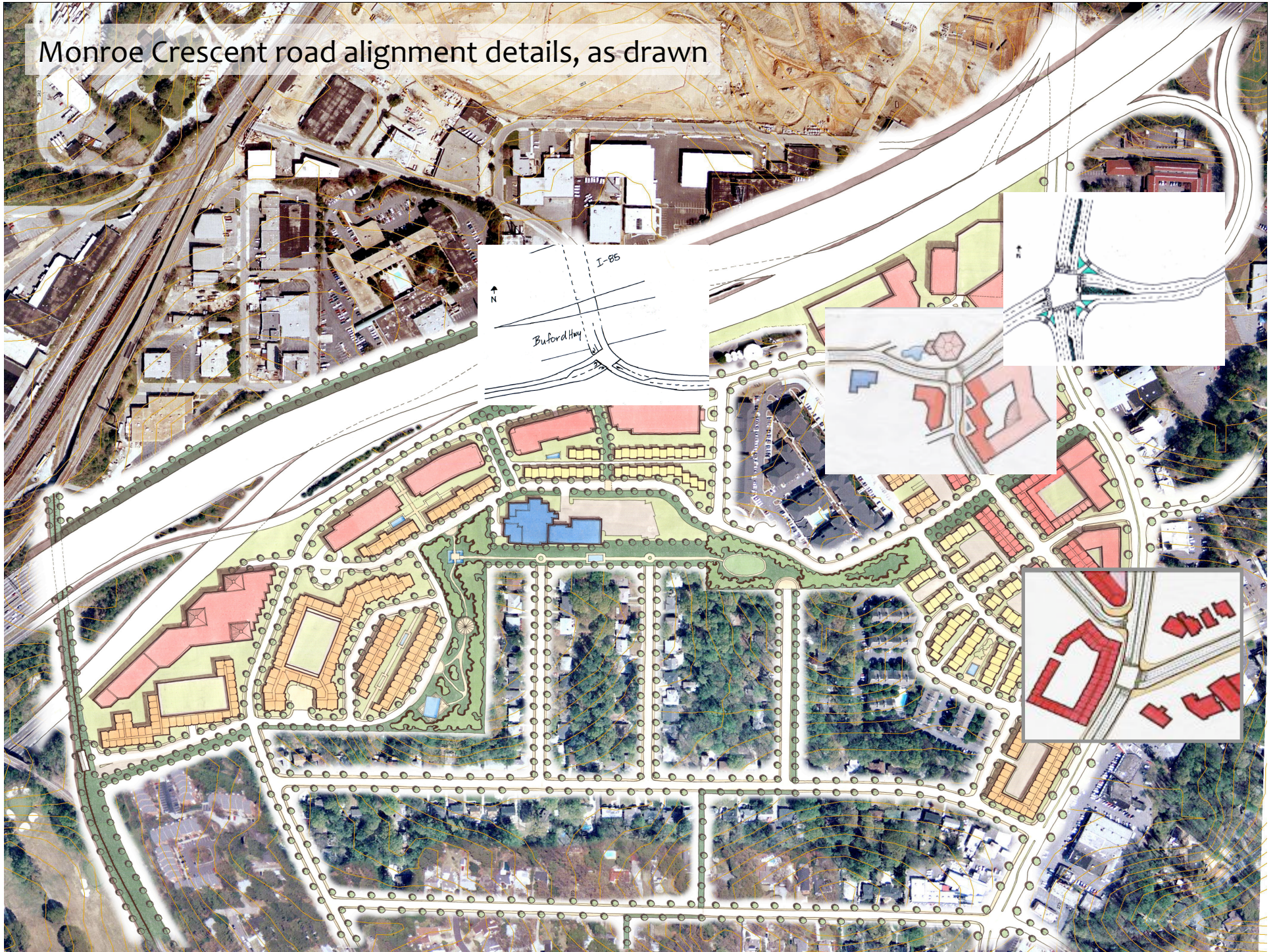


Above: Short-Term
Below: Long-Term



Above: Perspective view of long-term vision

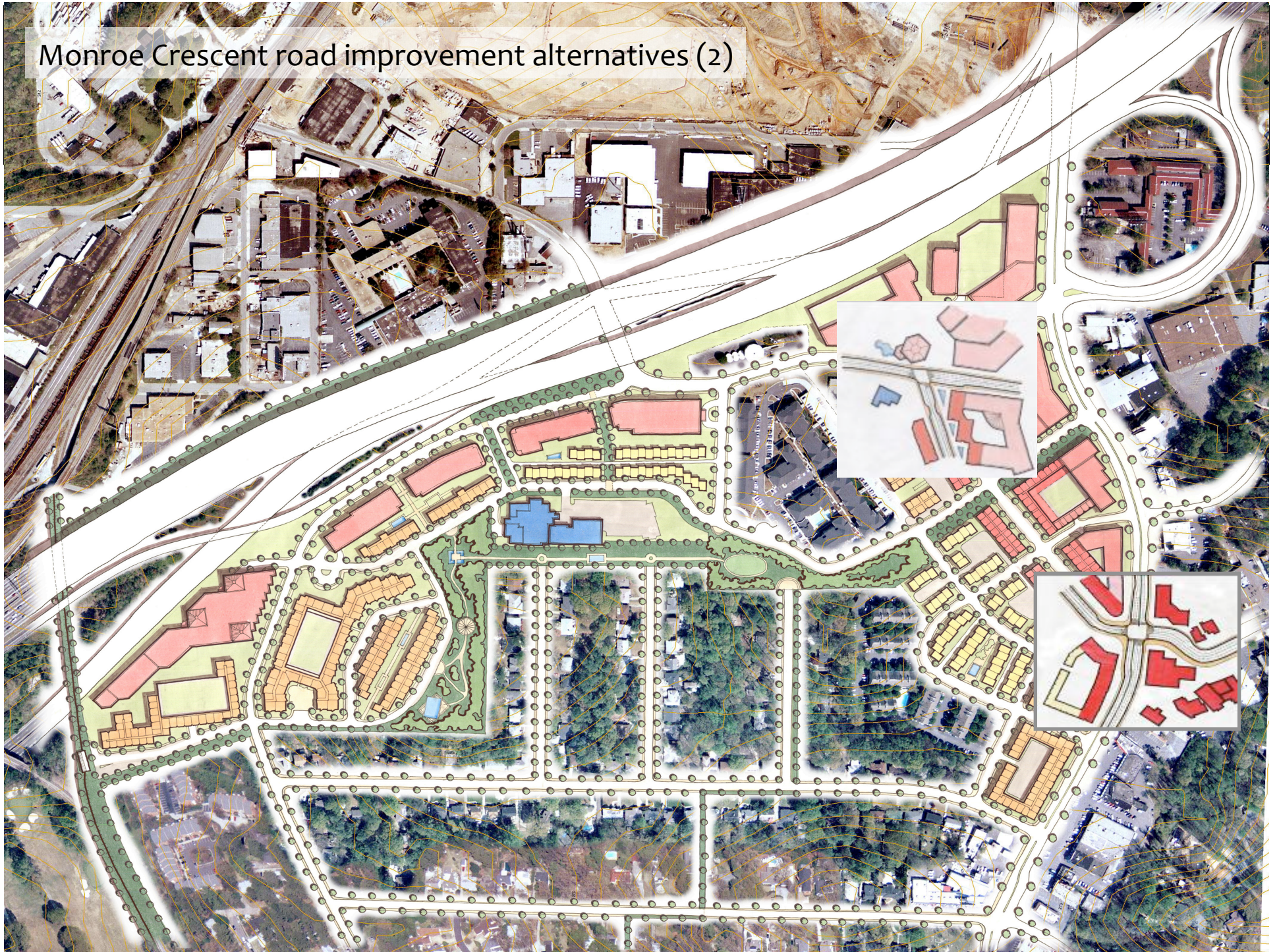
Monroe Crescent road alignment details, as drawn



Monroe Crescent road improvement alternatives (1)



Monroe Crescent road improvement alternatives (2)



Monroe Crescent – Policy Considerations



- Improve directional signage
- Acquire green areas to enhance greenspace connectivity
- Possible Brownfield redevelopment
- Negotiate with landowners concerning road right-of-way

Sub-area: Armour-Ottley



Sub-area: Armour-Ottley



Armour-Ottley – Existing Conditions

- Bounded by highways and creeks
- Primarily light industrial
- No formal parks
- TAD coverage in unexpected pattern
- Limited pedestrian, bike, vehicular access
- Rail transportation nexus

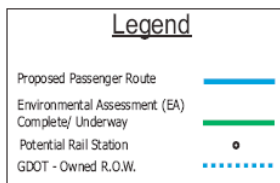


Armour-Ottley – Rail Transportation Infrastructure

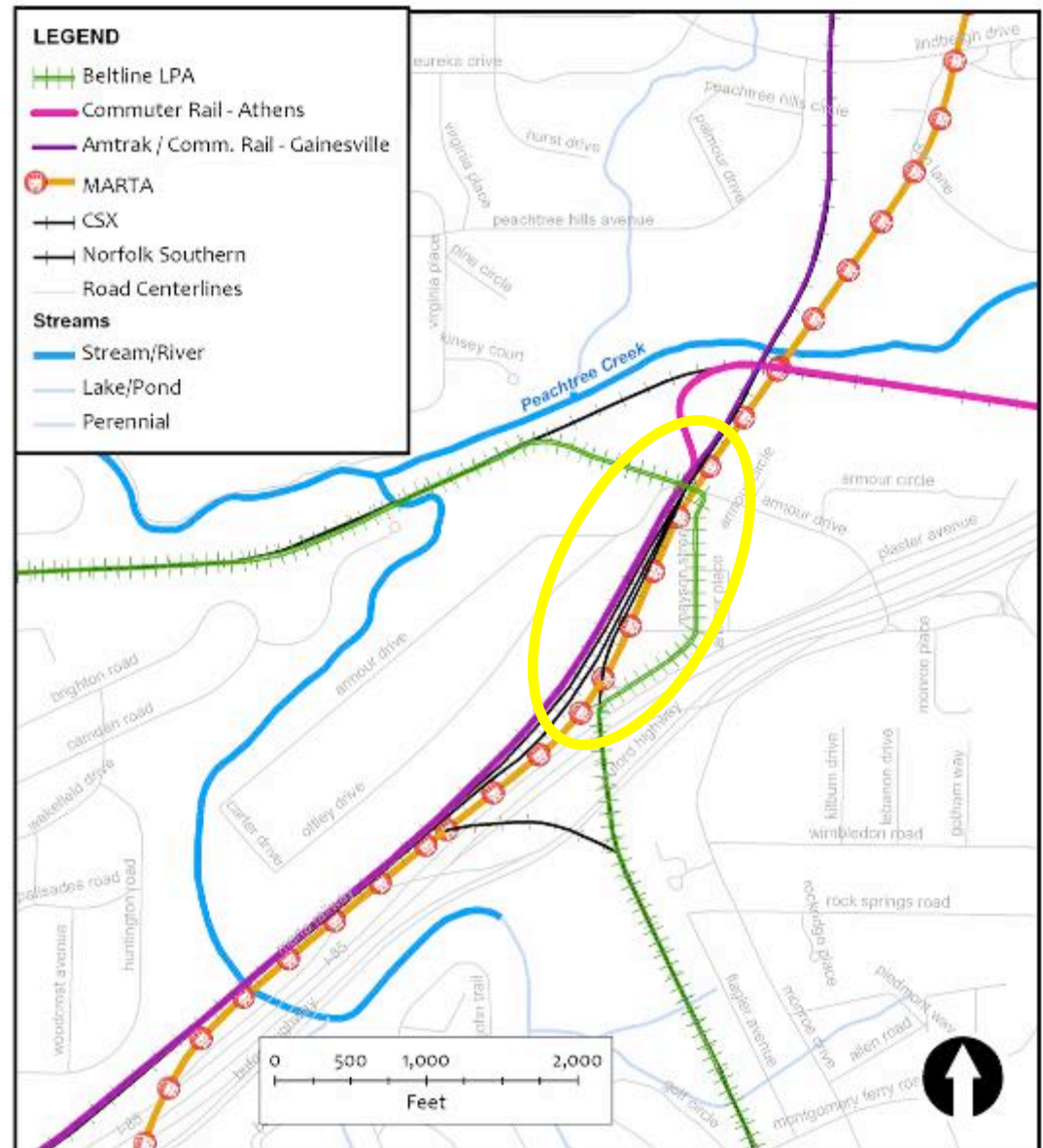
Amtrak – Crescent Route



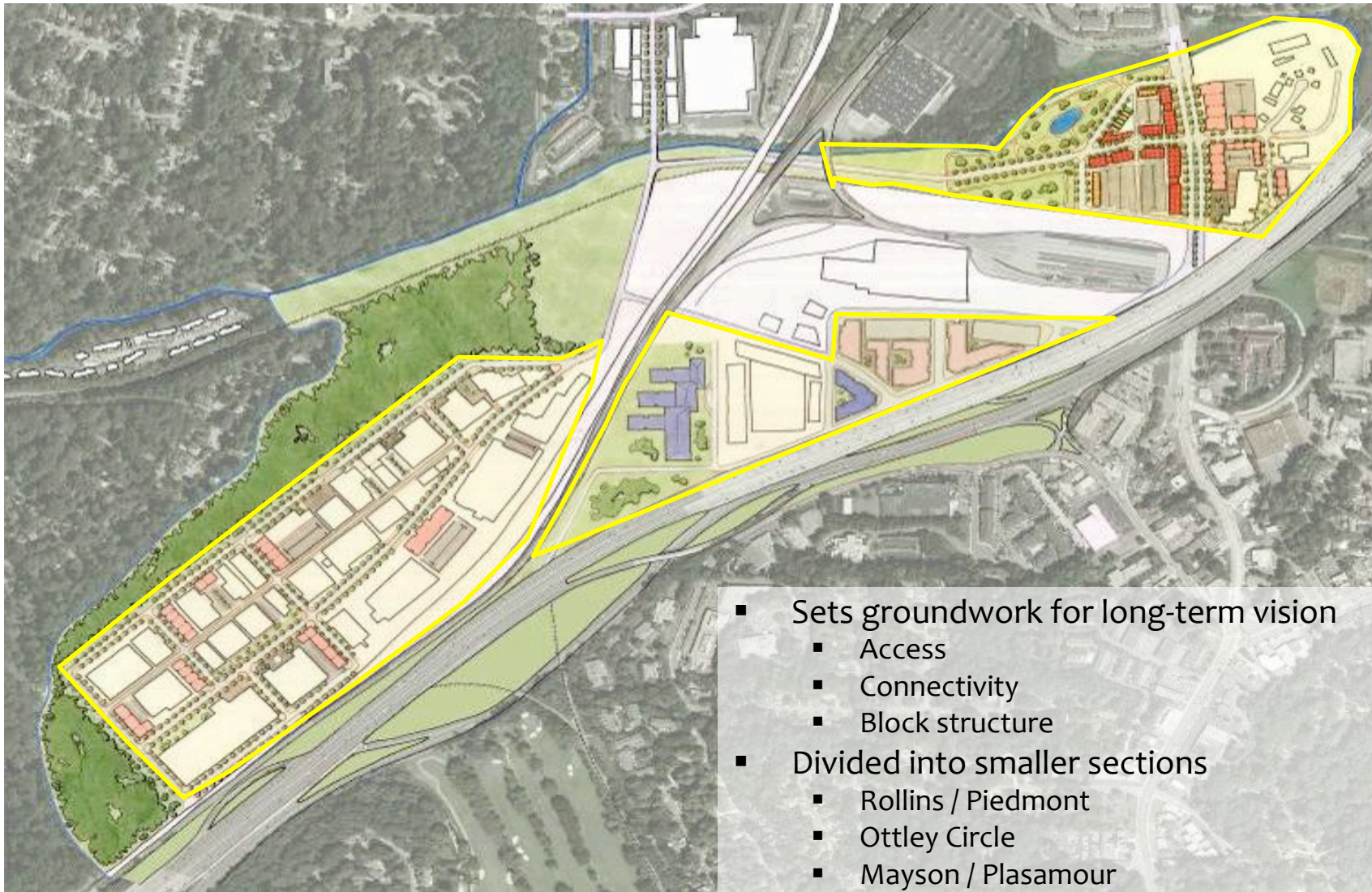
**Georgia Rail Passenger Program
Proposed Commuter Routes**



Georgia Dept. of Transportation
Office of Intermodal Programs
May 28, 2002



Armour-Ottley – Short Term Vision



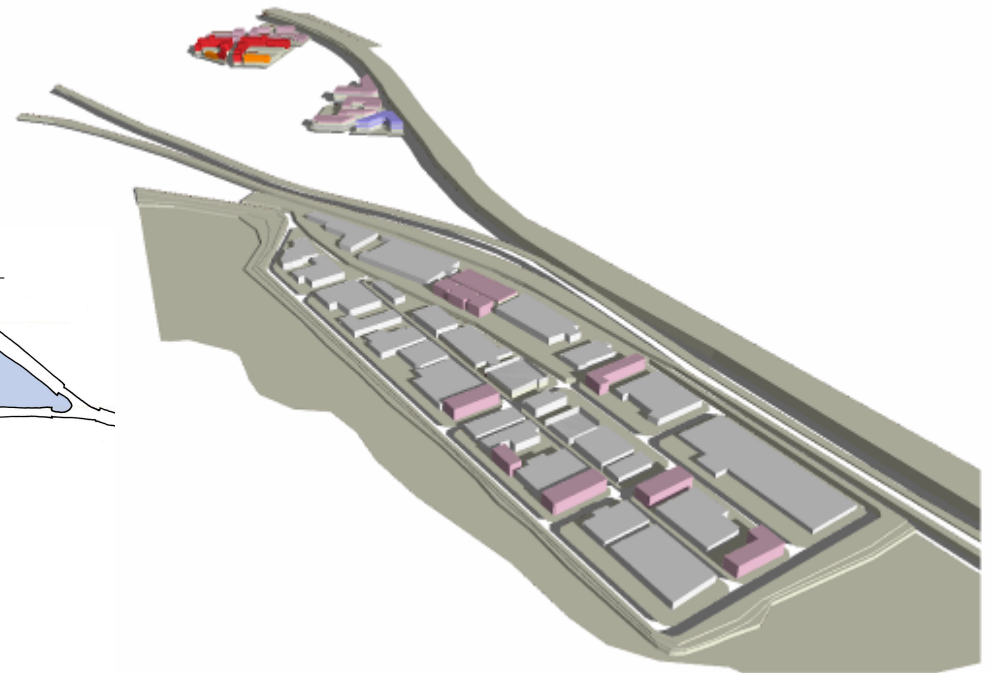
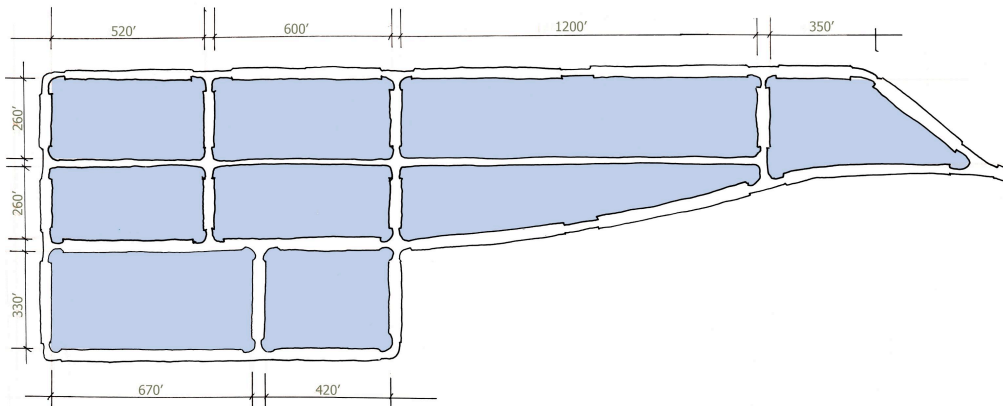
Rollins / Piedmont

-
- 20' 10' 10' 10' 10' 10' 10' 10' 20'
- PIEDMONT AVENUE



Ottley Circle

- Must have additional transit *and* vehicular access for higher intensity development
- Begin defining blocks w/ new streets
- Interim development modeled on Miami Circle
 - Commercial, arts
- Infill buildings and renovation



Mayson St and Armour Dr

- Armour Dr --> 4 lanes throughout
- Potential middle school site



Beltline Trail LPA alternative re-alignments



Above, 1-3 : Routes utilizing western tunnel

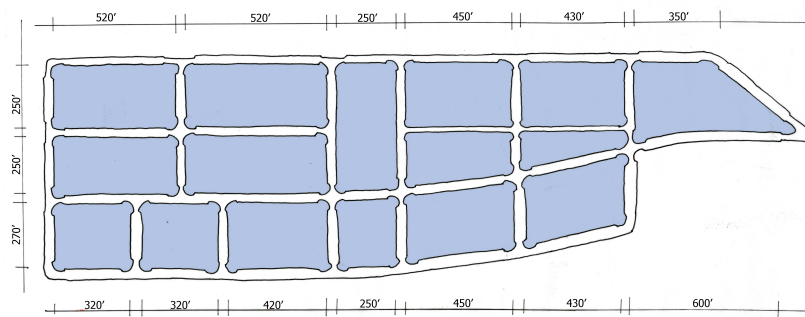
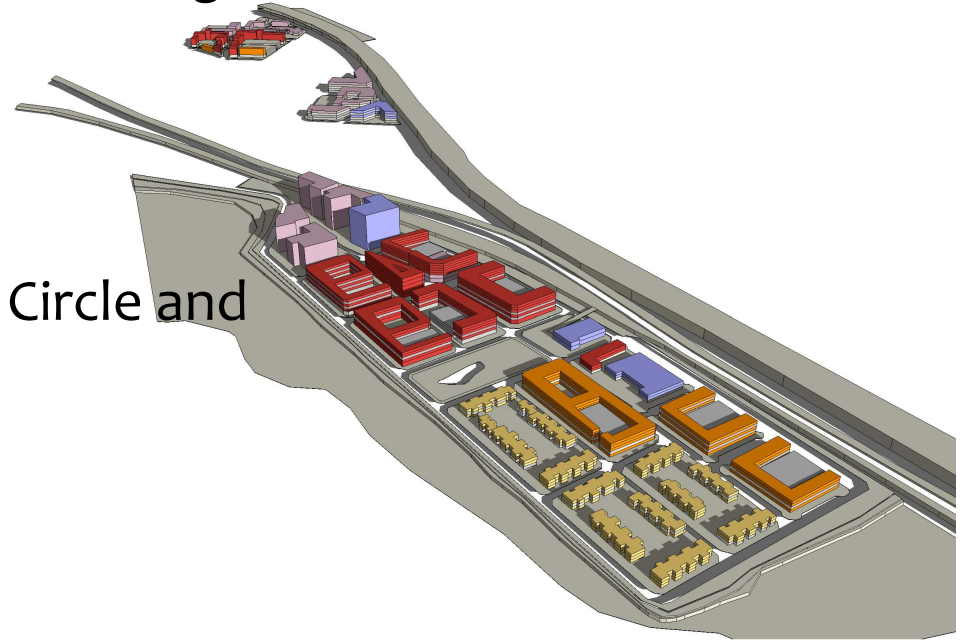
4 : Route utilizing eastern tunnel
(same as Beltline Transit LPA)

5 : Route utilizing Monroe Crescent
greenway and Armour Drive

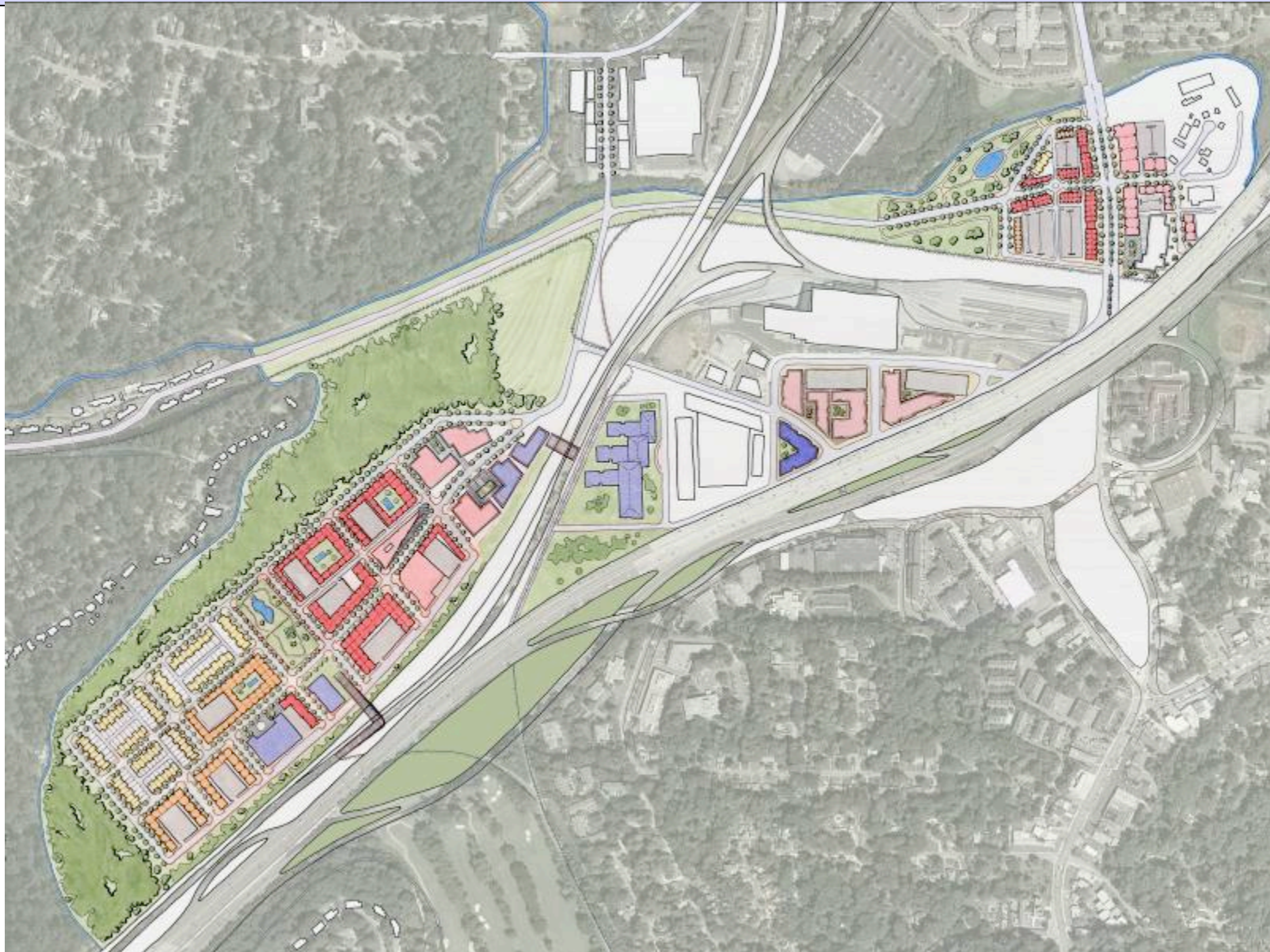


Armour-Ottley – Long Term Vision

- Multi-modal transfer station, connecting
 - MARTA
 - Beltline
 - Commuter Rail
 - Amtrak
- Major redevelopment of Ottley Circle and areas adjacent to MM station
 - Mixed use, walkable
 - Tapered residential density



Armour-Ottley – Long Term Vision



Armour-Ottley – Policy Considerations

- CONCURRENCY
- Neighborhood-guided redevelopment
- TAD boundaries
- Brownfield remediation
- Parks, floodplains, stormwater mgt
- Parking and transit mode split

Overall Policy

Policy – Transportation

- **Multi-modal Connectivity** – federal and state funding, funneled through City of Atlanta and ARC (two main vehicles are Transportation Improvement and Regional Transportation Plan)
- **Quality of Life Bonds** – can help with sidewalks and traffic control measures.
- Because so many agencies are involved in transportation decisions, the best policy is knowing what your priorities are, and **staying on top of the other actors** such as MARTA, Beltline Inc., City of Atlanta, ARC, GRTA and GA DOT

Local participation and advocacy is key!

Policy – Land Use and Zoning

- **Quality of Life Zoning** – Implement throughout the neighborhood
- **Beltline Overlay District** – limits rezoning
- **Concurrency** –
 - Make zoning contingent on concurrency of infrastructure
 - Amend CDP to include concurrency

Local participation and advocacy for concurrency is key!

Policy – Greenspace

- To create a network of greenspace that will protect the natural environment while improving quality of life.
- **Funding** is crucial issue – grants, bonds, loans and donations.
- Consider **conservation easements** to connect green areas



Local participation and advocacy for greenspace is key!

Policy – Brownfields and Floodplains



- **Brownfields** – real property contaminated by pollutants. During cleanup, property is taxed at 40% of FMV.
- **Floodplains** – new construction requires permit and flood insurance. City of Atlanta's maps are not up to date.

Policy – Housing

Primary goal: No net loss in affordability

- Inclusionary zoning should be applied to new development
- Tools to preserve affordable and single-family core housing
 - City of Atlanta Enterprise Zone Program
 - Multi-family Housing Program
 - City of Atlanta Block Grants
 - Usage of TAD funds contingent on no net loss in affordability

Policy – Economic Development

“New Century Economic Development Plan” (NCEDP)

Piedmont Heights Can...

- Utilize NCEDP as a foundation for neighborhood development
- “Creation of neighborhood attractions to promote the character of Atlanta’s neighborhoods”
 - **Market** existing neighborhood character, historical & entertainment assets through signage & events calendar promotion
- “Physical infrastructure is imperative to the city’s future economic stability”
 - Apply for **Livable Centers Initiative funding** through ARC
- Healthy Neighborhoods & Quality of Life
 - Utilize **Quality of Life Bonds & Community Benefits Agreements**

Policy – Historic Preservation

- **Enable the rehabilitation and protection of cultural resources.**
- **Properties are eligible so long as they are shown to be:**
 - Architecturally or archaeologically important
 - Associated with historically important individuals, groups, or events
 - Closely resemble their historical character
 - At least 50 years old
- **The City of Atlanta maintains a Historic Preservation Ordinance in addition to State and Federal Historic Registry.**
- **Direct implications for community include housing affordability and neighborhood character recognition.**

Local participation and advocacy for historical designation is key!

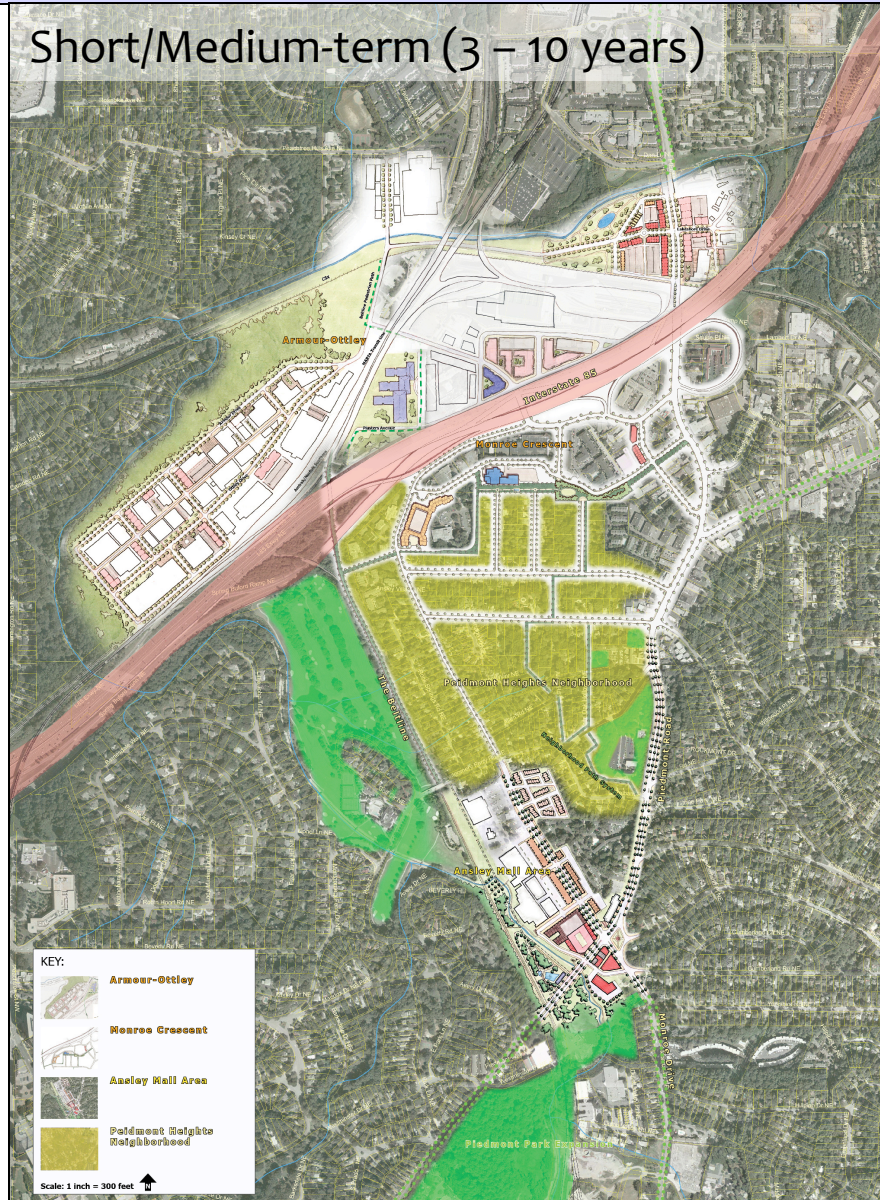
Summary

- Assessed existing conditions, change forces, challenges, and assets
- Met frequently with stakeholders to determine priorities and receive feedback
- Provided short and long-term vision / recommendations for entire neighborhood and sub-areas
- Documented policy considerations to guide change

Established a Blueprint for Success in Piedmont Heights!

Questions and comments?

Short/Medium-term (3 – 10 years)



Long-term (> 10 years)

